

# Labour Market News

CENTRAL ALBERTA

Alberta Employment and Immigration

## JOB SEEKERS

### People helping people

#### Careers in human services

Working in human services is more than a job. It's a career that gives you a chance to make a difference in someone else's life. It may sound cliché, but it's true.

"People enter this field because they want to make a difference and they want to help people improve their lives," says Tricia Haggerty, director of administration for Red Deer's Safe Harbour Society for Health and Housing.

Jobs in human services include social worker, child and youth care worker, mental health worker, addictions counselor, community disability counselor and shelter support worker, to name a few. Jobs are available with a variety of public and nonprofit agencies that support children, adults and seniors from many different backgrounds.

Clients could include people with physical or learning disabilities, mental health problems or addictions to drugs or alcohol; people who are homeless or living in poverty; children or seniors who have been abused; families in crisis or youth and adults in the correctional system.

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Sherry Albrecht (left), a community inclusion coordinator for Red Deer Catholic Social Services, talks with client Jackie McCallum.



*Companies can learn a lot from non-profit groups, which measure success not by the bottom line, but by how well they serve their clients.*

## EMPLOYERS

### Measuring success

In many businesses, it's all about the bottom line—how much money is being made, how much is being spent, what can be done to make more and spend less. While money is certainly a factor in running a business, the non-profit industry serves as a reminder that money isn't everything.

Non-profits run on minimal funding yet they can still manage to be successful. The difference is they measure success in different terms than for-profit organizations do. Every non-profit has its own way of measuring success, but there are some common methods that could help a business manager view their company's achievements in a different light.

Non-profit organizations look to their mission statements to see whether their goals have been realized rather than looking at whether a profit has been made. The challenge here is that not all goals are simple and straightforward, and they might be part of an ongoing process. Breaking a mission statement down into smaller, more manageable tasks not only gets you closer to your end goal but it also lets you celebrate small successes as you accomplish them.

#### How many clients have you served?

In the non-profit world, clients could be people in need of help or animals in need of rescue. Having tangible figures to

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*See page 7 for a related Best Practice story.*

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## NEXT ISSUE...

**Non-residential construction**

## JOB SEEKER FEATURE STORY

# Human services a rewarding career choice

Human service workers advocate for their clients, help them make positive choices and give them a voice.

"To work in human services people need to be passionate about people and passionate about change," says Brenda Joyce, chairperson of the Social Work program at Red Deer College. "We help people to help themselves, is what we say in social work. Really, it's joining with people in their struggles."

## High demand

There is a high demand for human service workers in the region. Some local employers are having difficulty recruiting and retaining people with the right credentials.

"We are always looking for good qualified staff," says David Wilson, chief executive officer of the East Central Child and Family Services Authority. "If you go onto the provincial government's employment website ([www.chr.alberta.ca/jobs](http://www.chr.alberta.ca/jobs)) there's probably never a day when there's not an ad posted for one of our human service worker categories."

## Education/job requirements

Most employers prefer to hire people with a diploma or degree in a human services field such as social work, community disability or correctional studies, sociology or psychology. A background in a related field, such as nursing, policing or education, may also be accepted. Candidates with a Grade 12 education and significant related work or life experience may be considered, depending on the position.

Some agencies provide staff with additional, and sometimes mandatory, training such as First Aid, abuse prevention, assault crisis training and medication administration. Depending on the job, travel may be required and employees may need a vehicle and valid driver's licence. Candidates are usually required to get criminal record and child welfare checks.

## A challenging but satisfying career

Helping people turn their lives around has its challenges and its rewards. "It's a tough profession because we are engaging with people's pain. Stress is a big issue," says Joyce.

It can also be frustrating for workers when they aren't able to help a client, or a client doesn't want their help. "Our business can sometimes be very emotionally draining. You need to be able find ways to manage that," says Wilson.

For many human services workers, seeing their clients achieve success is what makes the job worthwhile.

"It's rewarding watching someone who has a goal reach that goal, and knowing you helped them get there," says Dianne de Korver, a human resource consultant for Catholic Social Services in Red Deer.

## Skills you need

Jobs in human services require a range of skills. One of the most important is being able to communicate with clients.

"Communication skills are key. It's about being able to connect with people where they're at, within their reality. And being non-judgmental about that," says Joyce.

Human service workers should be good mediators, empathetic and have a caring nature. They should be good listeners and problem solvers, enthusiastic and able to motivate people. "We need to be versatile, flexible, adaptable and always learning. We need to adapt what we're doing to what the individual, group or community needs," says Joyce.

## Wages and benefits

Wages in this field are determined largely by the employee's education, experience, position and the organization they work for. The Alberta 2007 Wage and Salary Survey found community and social service workers earn an average starting wage of \$13.83 per hour, which increases to \$16.18 per hour with three years experience. Social workers earn an average \$29.69 per hour and addictions counselors an average of \$30.56 per hour. Most organizations offer benefits to full-time workers.

## Advancement

In this industry, there is a strong focus on professional development. Most agencies provide ongoing training opportunities and try to promote from within. With the right education and experience, staff can move into positions such as program coordinator or director, team leader, case manager or supervisor.

## Try volunteering first

Volunteering at an agency is a great way to help you decide if this is the right career for you. It's also an opportunity to gain valuable work experience that could help you get a job.

### HUMAN SERVICES SNAPSHOT



### HOURS

Employers hire part-time, full-time and casual staff. Hours of work vary depending on the position. Some jobs have regular office hours, while others require day, evening, weekend and overnight shift work.

### WAGES

Wages vary widely depending on education and experience. In Alberta, the average starting wage for community and social service workers is \$13.83 per hour. Visit [www.alis.gov.ab.ca](http://www.alis.gov.ab.ca) to check WAGEinfo for various careers in the Health Care and Social Assistance Industry.

### WHERE TO FIND WORK

Human service workers are employed by agencies in both public and private sectors, including government and nonprofits. Jobs are usually posted in local newspapers and online on government and agency websites. Also try [www.jobbank.gc.ca](http://www.jobbank.gc.ca) for local opportunities.

## Jobs in human services

### On the front lines

JOB SEEKERS  
**Careers**  
TO CONSIDER

*Workers in the human services field are in demand by both public and private social service agencies across Alberta. In most cases, occupations in this field require either a two-year college diploma or four-year university degree.*

#### CHILD AND YOUTH CARE WORKER (NOC 4212)

Improving the physical, emotional, intellectual and social development of vulnerable children and adolescents is the job of child and youth care workers. They may work in various settings, such as government or private homes, agencies, treatment centres or group homes. They may also help children who are involved in community youth programs, family support or foster care programs or school-based programs. The job involves building relationships with children and adolescents and helping them make positive changes in their lives. The work can be mentally and physically demanding. Child and youth care workers should enjoy working with young people and finding innovative solutions to problems. According to the 2007 Alberta Wage and Salary Survey, the average wage for these workers is \$16.21 per hour.



**Governing association:** The Child and Youth Care Association of Alberta ([www.cycaa.com](http://www.cycaa.com)).

**Training:** Grant MacEwan College in Edmonton ([www.gmcc.ab.ca](http://www.gmcc.ab.ca)) offers a four-year bachelor of child and youth care degree. Mount Royal College in Calgary ([www.mtroyal.com](http://www.mtroyal.com)) offers a two-year child and youth care counsellor diploma, as well as a four-year applied degree in child studies.

#### ADDICTIONS COUNSELLOR (NOC 4153)

Addictions counsellors help individuals, families and communities identify and deal with addictions through treatment and prevention programs. They often work with clients who have eating disorders or addictions to drugs, alcohol or gambling. Counsellors assess their clients' addictions and readiness to change, develop treatment plans, conduct therapy sessions, counsel clients and their families through the recovery process and provide follow-up care. The job may also include developing public education programs. Addictions counsellors usually work in residential treatment centres, detox centres, group homes, shelters and other community based agencies. According to the 2007 Alberta Wage and Salary Survey, wages for addictions counsellors range from a minimum of \$14 per hour to start, up to \$36.65 per hour.



**Governing association:** Canadian Addiction Counsellors Certification Federation ([www.caccf.ca](http://www.caccf.ca)).

**Training:** A related university degree (i.e. psychology or social work) is preferred for addictions counsellors, although a two-year diploma in human services and related work experience may be accepted.

#### SOCIAL WORKER (NOC 4152)

Social workers help individuals, families, groups, communities and organizations develop skills and resources to enhance their individual and collective well-being. They work in a variety of settings, such as family counselling agencies, hospitals, mental health clinics, home care agencies, community health teams, correctional services, government social service departments or community agencies. Some social workers are involved in social research, planning and advocacy. Social work involves meeting with clients individually or in group sessions, completing assessments, writing case studies and reports and coordinating services with other helping professionals and community agencies. According to the 2007 Alberta Wage and Salary Survey, the average wage for social workers is \$29.69 per hour.



**Governing association:** The Alberta College of Social Workers ([www.acsw.ab.ca](http://www.acsw.ab.ca)).

**Training:** A diploma, bachelor's degree or master's degree in social work is required. Red Deer College ([www.rdc.ab.ca](http://www.rdc.ab.ca)) offers a two-year social work diploma. The diploma can be transferred towards a bachelor of social work degree from the University of Calgary, offered through the Red Deer College campus.

WHAT IS IT LIKE TO BE A ...

# Shelter Support Worker

## What do you enjoy about your job?

I just love working with the people, the diverse population, listening to their stories. I meet people from all walks of life. I enjoy being able to see changes in the clients over time, helping them to take those little steps. Nobody wants to be in a homeless shelter or have an addiction. I enjoy being part of that process to help them get better, hopefully being part of a positive change in their lives.

## How did you start in this career?

I went to Mount Royal College in Calgary and got a diploma in human services. I worked and volunteered in Calgary for several years before moving to Red Deer. When I first came to Red Deer, I volunteered at Loaves and Fishes soup kitchen, which resulted in a job. In 1998, I went to People's Place as a shelter support worker, working evening and overnight shifts. In November 2006 I moved over to the detox centre and mat program with Safe Harbour Society.

## Would you choose this career again?

Yes, definitely. And it wouldn't matter to me specifically which area of human services. I just enjoy the interaction with people, leading to a better life for clients.

## Does your job affect your lifestyle?

More so when I was working evenings and overnights. It was hard on my social life, having an opposite schedule to others in my home. Now I'm on the same schedule as my husband, working days. You learn to debrief at work and hopefully not carry issues from the job over into your home life.

## What are some of the challenges of your job?

It can be difficult seeing people relapse. We have to re-evaluate our definition of success on a regular basis, because our definition and the client's may be different. I think that is the biggest challenge in this field—



Frieda Pike has a chat in the Safe Harbour dining room with client Geoff Milson.

defining success. For a client, it may mean maintaining their sobriety for a week. We want to see them be sober for months and years, but that's not always the case right away.

## What are your career goals?

My goal is to continue to improve my training and education so I can do a better job. We're able to take training several times a year through the Alberta Alcohol and Drug Abuse Commission. Any opportunities like that we are encouraged to take.

## What advice would you give to someone looking at this career?

Try to get some volunteer experience in your area of interest to see if it's a good fit. For some people, this may not be a good job choice. You need to be very flexible, a good listener, non-judgmental, willing to learn and not think only in black and white. If you have somebody who wants to fix the world, it may not work for them. You can make a difference, but there are limitations, too.

## CAREER PROFILE

### Frieda Pike

Pike has been working with Red Deer's homeless population for about 15 years. She currently works for the non-profit Safe Harbour Society for Health and Housing as a team leader and case manager. The Safe Harbour Society is dedicated to reducing the impact of addictions and poverty in Red Deer, offering services such as emergency shelters, a detox centre and public education programs. As a team leader and case manager for the society's detox centre and mat program, Pike works with clients who are homeless and who have drug or alcohol addictions. She also supervises other shelter staff and helps with their skills development.

## Working as a SHELTER SUPPORT WORKER

### Wages

Wages vary depending on education and experience. In Central Alberta, non-profit organizations such as the Safe Harbour Society or the Canadian Mental Health Association pay shelter support workers (also called tenant support workers) wages ranging from \$14 to \$18 per hour. Pay is higher for workers who advance into supervisory roles.

### Education

Most organizations require shelter support workers to have a minimum two-year diploma or four-year degree in human services. Some employers are willing to hire people with no formal training if they have relevant life experience.

### Hiring Tips

There are a variety of shelters operating in communities across Central Alberta that assist the homeless, people with addictions, abused women and youth at risk. Many of these organization post jobs online at the Canada-Alberta Job Bank ([www.jobbank.gc.ca](http://www.jobbank.gc.ca)). Some organizations have their own websites and will post jobs in their online career sections. A good resource to find Central Alberta human service organizations is the Community Information Referral Society at [www.cirsonline.ca](http://www.cirsonline.ca).



## Great **cover** letters ...

### How to grab an employer's attention

A cover letter is a valuable career tool that just might make the difference between getting that job you want and not getting it. Including a cover letter shows an employer that you're serious about the position you're applying for. In fact, some employers won't even look at an application without a cover letter attached.

Monte Greenshields, executive director of the Red Deer Society for the Prevention of Cruelty to Animals (SPCA), is one of them. "I might just scan a resumé once, but I always pay more attention to someone who shows in their cover letter that their interests and life aspirations fit with what our organization does."

Not only that, but it just looks more professional than handing in a resumé on its own. "The only time you wouldn't need it is if you were going to drop it off in person, but even then you might not be able to speak to the person who is hiring," says Susan Dyck, a career and employment consultant with the Red Deer Alberta Employment and Immigration (AEI) branch.

Rather than risk it, put yourself ahead of those who don't submit cover letters and tailor one to the job you want. Check out online cover letter examples (some can be found at [www.alis.gov.ab.ca/tips/archive.asp?EK=171](http://www.alis.gov.ab.ca/tips/archive.asp?EK=171)) to get ideas, or visit an employment counsellor to get some one-on-one tips. The AEI office is a great place to start, with people like Dyck available to help you along the way. (See page 9 for office locations.)

First things first, Dyck warns her clients against making the one mistake—aside from not even including a cover letter—that could cost them a potential job. "The biggest mistake I've seen is people using a standard letter for every application they send out," she says. "That, to me, would be an insult if I was taking the time to read it."

Once a job seeker is ready to start writing, she guides them through the cover letter format she likes to follow.

"Try to find out who the human resources person is and address it to them," she says. "Then, the opening paragraph should explain where you saw the job ad or why you want to apply."

## JOB SEARCH TIPS

# work it out



In the next paragraph, describe your qualifications as they relate to the job you are seeking. Dyck recommends using bullets to list your qualifications. It makes it easy for an employer to read. "You want to make it as readable for an employer as you can," she says.

Dyck cautions against being too pushy or overly familiar by emphasizing your connection (if you have one) to the employer. Employers don't appreciate a know-it-all. They're looking for someone who is qualified and willing to adapt on the job as well. In closing, mention that you've attached your resumé and request a meeting with the employer to discuss your qualifications. Tell them a specific time you'll call them to follow up, and make sure that you do call at that time.

You will find different examples and formats out there, but Dyck emphasizes that no by-the-book cover letter is going to work for everyone. It's important to change it up as it relates to your experience and the position.

As long as your cover letter is professional and shows you've got what the employer is looking for, you'll be one step closer to landing that job.

## COMING EVENTS IN CENTRAL ALBERTA

### CENTRAL ALBERTA JOB FAIR

Meet face-to-face with employers who are hiring!  
9:30 a.m. to 5:30 p.m.  
Wednesday March 26, 2008  
Westerner Park  
4847A-19 St., Red Deer  
Free admission and parking and free bus service from First Red Deer Place (4911-51 St.) to Westerner Park every 30 minutes from 9:30 a.m. to 5:30 p.m.  
<http://employment.alberta.ca/apps/cajif/jobseekers.asp>

### MATURE WORKER FORUM

8 a.m. to 11 a.m.  
Wednesday March 26, 2008, Westerner Park, Salon B  
4847A-19 St., Red Deer  
Session 1: Re-entering the work force (8:00 a.m.)  
Session 2: What employers want (9:00 a.m.)  
Session 3: Mature worker: Income and Tax Implications (10 a.m.)  
To register call (403) 341-7811  
<http://employment.alberta.ca/cps/rde/xchg/hre/hs.xsl/3881.html>

# Job Bank



**10 TOP JOBS**

Jobs posted February 1 to 29, 2008, Red Deer Region

Red Deer Region includes Carstairs, Didsbury, Olds, Innisfail, Red Deer, Sylvan Lake, Stettler, Wetaskiwin, Ponoka, Lacombe, Rocky Mountain House, Caroline and Rimbey as well as rural areas and smaller towns around those.

OCCUPATION TITLE AND NOC CODE	NUMBER OF VACANCIES	AVERAGE WAGE
<b>Total job ads in February</b>	<b>1,578</b>	<b>\$16.15</b>
Food Counter Attendants, Kitchen Helpers and Related Occupations (6641)	142	\$10.91
Retail Salespersons and Sales Clerks (6421)	122	\$12.13
Construction Trades Helpers and Labourers (7611)	72	\$17.22
Oil and Gas Drilling, Servicing and Related Labourers (8615)	67	N/A
Heavy Duty Equipment Mechanics (7312)	65	\$32.22
Other Labourers in Processing, Manufacturing and Utilities (9619)	48	\$14.20
Welders and Related Machine Operators (7265)	40	N/A
Food and Beverage Servers (6453)	34	\$10.02
Truck drivers (7411)	33	\$22.87
General Farm Workers (8431)	33	\$14.89

Source: Service Canada, Canada-Alberta Job Order Bank Services

N/A (Not available) means five or fewer companies posted wages for this occupation.

## FEATURED JOB

### Construction Trades Helpers and Labourers (NOC 7611)

Construction trades helpers and labourers prepare and clean up construction sites, move materials and equipment and perform demolition, excavation and compaction activities. They work on a wide variety of buildings, structures and premises, including municipal sewer and water mains, roads, bridges, as well as residential, industrial and commercial developments.

Demand for construction trades helpers and labourers grows in the spring and summer, when work begins on outdoor projects. On the Job Bank in February there were 72 regional employment ads posted in this occupational category by 14 businesses, with an average wage of \$17.22 per hour.

To find out more about the construction trades helpers and labourers occupation (also called construction craft labourers), and what NOC codes mean, visit [www.alis.gov.ab.ca/occinfo](http://www.alis.gov.ab.ca/occinfo). For more information on construction careers in Central Alberta, go online to [employment.alberta.ca/central](http://employment.alberta.ca/central), click on *Central Region Finding Work In...* and check out the Residential Construction bulletin to find out more about careers in this industry. Watch for the April *Labour Market News* bulletin, which will highlight careers in non-residential construction.

## How to use the JobBank

### JOB SEEKERS

Internet job boards like the Job Bank ([www.jobbank.gc.ca](http://www.jobbank.gc.ca)) are powerful tools. With a few clicks, a job hunter can search any region of Canada for a particular job category, and even search for employers who've posted ads in the past. Job Bank also has advice on writing a resumé, tips for the job search, advice for finding unadvertised positions, information on self-employment, and notes on finding work in non-profit organizations. With computers and the Internet, job hunters can even automate parts of their job hunt.

With **Job Alert**, any job that matches one of three possible profiles will be automatically emailed to users.

**Job Match** allows a user to create profiles that will be automatically shown to employers searching for new workers. (See page 9 for other job boards and more resources for employees.)

### Employer Connections

Once a week Red Deer's Labour Market Information Centre hosts Employer Connections where an employer will be available to sit down and explain their labour needs. It's an opportunity for job seekers to speak directly with the people who can best explain a job and a career. Find out about upcoming Employer Connections by calling the Red Deer office at (403) 340-5353.

There are two-page summaries of past employer presentations at [employment.alberta.ca/central](http://employment.alberta.ca/central). This web page also has useful information on upcoming job fairs and events, links to previous editions of the Labour Market News, and links to Finding Work In ..., a monthly publication giving practical advice about finding work in different industries.

### EMPLOYERS

For employers, the Job Bank offers a simple and free way of posting job ads right across the country while the site's **Job Match** function allows employers to immediately search a database of resumé. The site also has hundreds of well organized links and articles that explain every stage in the hiring process. To post a job ad visit [www.jobbank.gc.ca](http://www.jobbank.gc.ca).

### Number of career employment ads by industry (Top 10, February 2008)

Accommodation and food NAICS 72	238
Administration NAICS 56	230
Retail NAICS 44	224
Construction NAICS 23	184
Manufacturing NAICS 31-33	165
Mining, oil and gas NAICS 21	146
Other services NAICS 81	78
Transportation and warehousing NAICS 48-49	73
Agriculture and forestry NAICS 11	50
Arts and recreation NAICS 71	33

# Defining Success

## Money not the mission for non-profit CPA

**Best  
Practice**  
FOR EMPLOYERS

The Canadian Paraplegic Association (CPA) is clear in its mission: to assist persons with spinal cord injuries and other physical disabilities to achieve independence, self-reliance and full community participation. The CPA also practices what it preaches, hiring qualified disabled individuals to work for the organization in any capacity they can.

"If we believe that people should hire people with disabilities, then we should be a model ourselves," says Larry Pempeit, director of community development for the CPA.

Founded in 1945 by a group of paralyzed Second World War veterans, the CPA now has offices in all 10 provinces and employs more than 200 people. It operates on an annual budget of \$13 million, 70 per cent of which is generated through fundraising. The other 30 per cent comes from government grants.

As a non-profit organization, having enough money to operate is a concern but making money simply for profit's sake is not on the CPA's list of priorities. "It's less stressful than working in for-profit industries because you're not always doing the 'dance for dollars,'" says Marlon Steiner,

community development coordinator in the CPA's Red Deer office.

Still, non-profit organizations have their own financial challenges. For-profit companies often measure success primarily or exclusively by their profits "In a non-profit setting you can't really do that. There are only so many hours in a day, so many meetings and fundraisers you can attend."

**"It's not uncommon for management to ask, 'Do you have any ideas how we can do this better?'"**

### Different measurements of success

The CPA focuses on measuring what it can control, that being the success of its mission. Steiner says the CPA puts a lot of effort into helping disabled individuals become self-reliant as well as mentoring them. The organization evaluates clients' progress along the way to ensure they are getting the kind of help they require. Using a program designed to measure progress, the CPA can determine a client's housing, transportation and personal needs.

Building relationships with clients and with the community is also important to the CPA, as they are essential components to advocating change.

Change in the community is a long-term goal but one that the CPA strives toward.



*Part of the CPA's success is due to its practice of hiring people who understand the issues facing people with disabilities.*

Taking steps toward achieving those changes, such as making the community more accessible to disabled persons and others, can be looked at as small successes working towards a larger objective.

Success also depends upon what's happening in the organization—whether employees are satisfied with their work environment and whether their work challenges their skills. It's a safe bet that the ever-changing non-profit arena continually presents new challenges, but the CPA works hard to ensure an environment and a schedule that suits its employees. Steiner says the CPA is particularly good at arranging flex time, as non-profit does not always allow for the typical 9-to-5 schedule. Often employees will attend fundraisers and events that take place during the evening or on weekends, so they get time off in lieu elsewhere. They're also able to work from home on certain occasions, and have a fully accessible work environment within the office.

Hiring practices differ slightly from the average for-profit company as well. The CPA wants people who are knowledgeable of people with disabilities and of the issues surrounding them. Education and training in social services is a plus, but it's a passion for the cause that really makes a candidate stand out. "We want people who have the 'vision'—people who see what can be done in the community and who are a fit for our staff," says Pempeit.

The CPA depends on its staff in order to keep growing and remain successful, so it's no wonder employees are considered such a vital asset. "People here are generally involved in what happens in the organization," says Steiner. "It's not uncommon for management to ask, 'Do you have any ideas how we can do this better?'"

Considering its close-knit staff who share the same 'vision' and its 60-plus years of operation, the CPA certainly fulfills its own meaning of success.

## EMPLOYERS

## Measuring success

*Continued from page 1*

work with allows an organization to set higher goals and standards for the future. "It's all about the numbers," says Laurie Szymanski, who works in administration at the Alberta Association of Fundraising Executives and also serves as executive director of The Hope Foundation of Alberta. "You could be finding people employment or finding them a place to live. It's about how many people you have helped."

### Have you provided quality service?

This ties in with looking at how many people you've helped, but examines more closely how you have helped them.

Did you explore all available options to best meet your clients' needs or did you stick with the tried-and-true? Were your clients pleased with the results? Evaluation is a useful tool in any business, but it's important to evaluate your success from a client's perspective as well as your own.

### Have you adapted to change?

In nonprofits, sometimes programs work and sometimes they don't. Nonprofits have to be willing to scrap what doesn't work, or at least adapt it based on what they've found to be successful. Nonprofits are continually adapting to change. Policies change and behaviours change, and as both affect the non-profit world, nonprofits must respond.

“It's all about the numbers. You could be finding people employment or finding them a place to live. It's about how many people you have helped.”

### Have donations/grants/memberships increased?

While profit falls at the low end of the priority scale, a nonprofit has to make enough money to continue its programs and pay its staff. Most money is gained through donations and grants, both of which a nonprofit has to work to achieve. That might involve fundraising drives or awareness campaigns, both of which require careful thought and execution. A for-profit business could use the same strategy to carry out a community initiative or raise money for other expenses.

Looking at the bigger picture instead of focusing entirely on dollar signs can expose your business to possibilities you might not have considered. Success is only what you believe it to be.

**FOR A BEST PRACTICE STORY ON HOW ONE NON-PROFIT GROUP DEFINES SUCCESS, SEE PAGE 7.**

## EMPLOYER Resources

Both federal and provincial governments have practical programs to help meet the current need for workers in this tight labour market. Here are a few programs that can be of assistance to business.

### Information sources

The Labour Market Information page on the Alberta Employment and Immigration (AEI) website offers links to labour force statistics, forecasts, and wage and salary information. ([employment.alberta.ca/lmi](http://employment.alberta.ca/lmi))

- The Central Alberta Economic Partnership (CAEP) website ([www.centralalberta.ab.ca](http://www.centralalberta.ab.ca)) has hundreds of links to information sources, and programs, including:
- Support for Training Workers
- Wage Subsidy Programs
- Recruiting Employees
- Employment Services in Central Alberta
- Foreign Worker Employer Guide

### Seminars and networking

**Employer Connections** are held every Wednesday at the Labour Market Information Centre, 2nd Floor, First Red Deer Place, 4911-51 St. (across from the Provincial Building).

The meetings are an opportunity to meet job seekers, employment agencies and career counsellors.

Each week a single employer is showcased and presents their perspective.

To participate free of charge call (403) 340-4347 and ask for a Business and Industry Liaison.

### Labour solutions

- Red Deer Aboriginal Employment Services. Ph. (403) 358-7734
- Career Assistance Network teams unemployed workers with employers. Ph. (403) 341-7811
- Employment Placement Support Services supports adults over 25, and persons with disabilities age 18 and over. Ph. (403) 343-6249
- Employment Access offers employment programs for clients with disabilities. Ph. (403) 341-2363
- DRES provides support and assistance to employers hiring people with disabilities. Contact the Canada-Alberta Service Centre in Red Deer. Ph. (403) 340-5353

### Personalized help when needed

There are dozens of programs available to employers. AEI employees will visit the workplace and provide a summary of options and opportunities.

For example, they can direct managers to initiatives that will help their business.

For more information call (403) 340-4347 and ask for a Business and Industry Liaison.

### Sign up free: We're live and online

This publication, In the News, (an electronic digest about regional business expansions, relocations and closures) and Finding Work In, which profiles different career opportunities, are available online at [employment.alberta.ca/central](http://employment.alberta.ca/central).

A free subscription service will notify you by e-mail when the latest edition of each product comes out.

On the same web page there are Labour Market News products for Stettler, Wetaskiwin, Vermillion and Wainwright.



## JOB SEEKER

## Resources

There are many resources in the central region that can be helpful to job seekers and workers alike.

**Where to find us**

This publication, In the News, (an electronic digest about regional business expansions, relocations and closures) and Finding Work In, which profiles different career opportunities, are available online at [employment.alberta.ca/central](http://employment.alberta.ca/central).

A free subscription service will notify you by e-mail when the latest edition of each product comes out.

**Job search and career websites**

- [www.jobbank.gc.ca](http://www.jobbank.gc.ca) (Job listings, links and other services)
- [www.alis.gov.ab.ca](http://www.alis.gov.ab.ca) (Alberta Learning Information Service)
- [www.workopolis.ca](http://www.workopolis.ca) (Job listings)
- [www.monster.ca](http://www.monster.ca) (Job listings)
- [www.nextsteps.org](http://www.nextsteps.org) (Job resources for youth)
- [www.albertajobs.com](http://www.albertajobs.com) (Job listings)
- [www.hgcareers.com](http://www.hgcareers.com) (Job listings)
- [www.healthjobs.ab.ca](http://www.healthjobs.ab.ca) (Health care job listings)

**Job search and career information by phone**

Alberta Career Information Hotline:  
1-800-661-3753

Fax: (780) 422-0372 TDD: (780) 422-5283

**Resumé review service**

The Government of Alberta e-Resumé Review Service is a great way to have a resumé reviewed and improved, before sending it to employers.

To access the service, log on to [www.alis.gov.ab.ca/hotline/resume](http://www.alis.gov.ab.ca/hotline/resume) and follow the instructions to send your resumé for review.

The service is free to residents of Alberta and those seeking work in Alberta.

**Resources for labour market information**

These websites offer a wealth of labour market information on Alberta and specific communities.

- [employment.alberta.ca/lmi](http://employment.alberta.ca/lmi) (Alberta Employment and Immigration)
- [www.alis.gov.ab.ca](http://www.alis.gov.ab.ca) (Alberta Learning Information Service)
- [www.albertafirst.com](http://www.albertafirst.com) (Business and economic information)
- [www.centralalberta.ab.ca](http://www.centralalberta.ab.ca) (Central Alberta Economic Partnership)

- [www.alis.gov.ab.ca/employment/lmi/alberta.asp](http://www.alis.gov.ab.ca/employment/lmi/alberta.asp) (Labour market information across Alberta)
- [www.labourmarketinformation.ca](http://www.labourmarketinformation.ca) (Service Canada)

**Seminars and networking**

**Employer Connections** are held every Wednesday at the Labour Market Information Centre, 2nd Floor, First Red Deer Place, 4911-51 St. across from the Provincial Building.

The meetings are an opportunity to meet employers face to face.

**New to Town?**

Past issues of Labour Market News featured information for communities in Central Alberta.

See past bulletins for employment, social services, health care, transportation and other great resources available in your community.

CITY / TOWN	MONTH
Camrose	July 2007
Didsbury	October 2007
Drayton Valley	June 2007
Innisfail	September 2007
Lacombe	August 2007
Olds	February 2007
Ponoka	November 2007
Red Deer	January 2007
Rocky Mountain House	April 2007
Stettler	March 2007
Sylvan Lake	December 2007
Wetaskiwin	May 2007

**LABOUR MARKET INFORMATION CENTRES**

Labour Market Information Centres (LMIC's) provide information to help you make career, learning and work decisions. LMICs have books, magazines, newspapers, software and videos about employment-related topics.

There are LMIC's across Alberta. For a complete list, see: [employment.alberta.ca/lmic](http://employment.alberta.ca/lmic).

**LMIC's in Central Alberta:**

**Camrose Canada-Alberta Service Centre**  
3rd Flr., Gemini Centre, 6708 - 48 Ave.  
Ph. (780) 608-2534

**Drayton Valley Sub-Office**  
2nd Floor Provincial Building  
5136 - 51 Ave. Ph. (780) 542-3134

**Olds Alberta Service Centre**  
4905 - 50 Ave. Ph. (403) 507-8060

**Red Deer Canada-Alberta Service Centre**  
2nd Floor First Red Deer Place, 4911 - 51 St.  
Ph. (403) 340-5353

**Rocky Mountain House Alberta Service Centre**  
4919 - 51 St. Ph. (403) 845-8590

**Stettler Alberta Service Centre**  
4835 - 50 St. Ph. (403) 742-7586

**Wetaskiwin Alberta Service Centre**  
1st Floor Macadil Building  
5201 - 51 Ave. Ph. (780) 361 1272

**Lloydminster LMIC**  
5016 - 48 St. Ph. (780) 871-6445

**Wainwright LMIC**  
810 - 14 Ave. Ph. (780) 842-7500

**Vermilion LMIC**  
4701 - 52 St. Ph. (780) 853-8164

